

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Planning Commission

SUBJECT: SEE BELOW

DATE: May 3, 2005

COUNCIL DISTRICT: Citywide

SUBJECT: ADOPTION OF A RESOLUTION APPROVING REVISIONS TO CITY COUNCIL POLICY 6-5 SETTING FORTH THE STREET NAMING AND STREET NAME CHANGE POLICY OF THE CITY

REASON FOR ADDENDUM

Following the Planning Commission meeting, staff needed to resolve a discrepancy between publicly distributed drafts of the Policy. Those discrepancies have been resolved and the policy is now ready for Council consideration.

RECOMMENDATION

The Planning Commission voted 7-0 to recommend that the City Council approve the proposed revisions to the City Council Policy on Street Naming and Renaming.

BACKGROUND

On March 23, 2005, the Planning Commission held a public hearing to consider revisions to the City Council Policy on Street Naming and Renaming.

The Director of Planning, Building and Code Enforcement recommended approval of the proposed Policy modifications. No one spoke in favor of, or in opposition to the proposed changes to the City Council Policy. The Planning Commission then closed the public hearing.

The Planning Commission was concerned about the requirements for providing proof of residency when persons signed the petition for a street renaming was too much to ask of someone signing a petition. Staff replied that research had been done of how other cities handled

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Subject: Modification to Street Naming Policy

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similar requests, and staff eliminated processes that were more onerous to the petitioner and or the City staff. Staff further explained that the goal was to balance the need to ensure that the petitioners really do occupy the affected properties with possible privacy concerns of the petitioners together with a sensitivity towards keeping the process reasonably practical for the petitioners. As a result, it is proposed that the petitioner provide a copy of a utility statement or similar document to show that the person signing the petition is someone who in fact lives or has business on the affected street.

OUTCOMES

Revisions to the City Council Policy would provide better guidance to groups wishing to change established street names to avoid unnecessary public controversy.

PUBLIC OUTREACH

The proposed policy was posted on the Planning Web Page, considered by the Planning Commission at a public hearing and distributed to the Project Area Committee.

COORDINATION

The proposed Policy was coordinated with the City Clerk and the City Attorneys Office.

CEQA

Not a project

A handwritten signature in black ink, appearing to read 'Stephen M. Haase', written over a large, stylized circular flourish.

STEPHEN M. HAASE
Secretary, Planning Commission

Memorandum

TO: PLANNING COMMISSION

FROM: Stephen M. Haase

SUBJECT: Revisions to the *Street Naming and
Street Name Change Policy*.

DATE: March 16, 2005

COUNCIL DISTRICT: Citywide

BACKGROUND

The City Council adopted in 1971 a policy entitled *Street Naming and Street Name Change Policy*. This policy was adopted to provide City Council direction on the naming and renaming of streets. Following several street renaming proposals in recent years that were controversial and consumed extensive amounts of staff and community time to consider, it has become evident that a review of the policy was required. In the past several years, the City also added fees to cover basic staff costs for this work, predicated on majority support of affected owners and occupants along a street proposed for renaming.

ANALYSIS



The majority of street renaming proposals are not controversial as they affect a limited number of property owners and occupants, and many times occur during the construction phase of a project, prior to occupancy. Renaming of major city streets that have become important to the community has always been somewhat problematic because of the costs associated in updating addresses for businesses with existing customer bases, or family and friends for residential properties. Additionally, costs for reprinting advertisements, letterhead envelopes, business cards, and the like, are incurred by occupants and owners. Lastly, costs are incurred by public agencies for street sign replacements, record updating in property systems, and potential confusion for emergency response.

As a result of these recent experiences, City staff and the Council District 5 office staff have developed revisions to the policy to minimize future renaming proposals that might have the potential to be problematic because of inadequate groundwork conducted early in the process. The policy changes also set a much higher standard for active support from a broader group, and specifically the majority of the directly affected parties.

These changes focus on obtaining the support of the affected owners and occupants rather than the surrounding large community due to the costs and hardships they will directly incur. Outreach efforts are also documented to ensure that the Policy is implemented in an open manner with the community in accordance with the Public Outreach Policy, including multi-lingual notices where appropriate, and community meetings.

Following adoption of the changes, the proposed policy will be put into the City Council Policy format.

CEQA Not a Project.


 STEPHEN M. HAASE, DIRECTOR
Planning, Building and Code Enforcement

Attachment



City of San José, California

CITY COUNCIL POLICY

POLICY NUMBER: 6-5

TITLE: STREET NAMING AND RENAMING

EFFECTIVE DATE: March 13, 1971

REVISED DATE: May 10, 2005

APPROVED BY

BACKGROUND

The City Council of the City of San Jose is responsible for the naming of public streets, boulevards, avenues, drives, courts, circles, pedestrian and other public and private rights-of-way. Street renaming is often a serious and complicated matter. It should be a process that is inclusive of the community. The purpose of the policy is to set forward appropriate criteria and a process by which streets are renamed in the City of San José. The policy places a heavy burden and strict criteria on street name change proponents due to the disruption a name change can cause existing businesses, the post office and the initial, temporary confusion that can be caused and potential removal of significant names of historical meaning.

PURPOSE

The City Council desires to establish uniform guidelines to govern the naming of streets and the changing of street names in order to avoid potential conflicting names or misunderstandings and to promote the public welfare and general convenience of the community.

POLICY

It is the policy of the City of San Jose that the names for new public and private streets and other named rights of way:

- A. Are to be selected by the developer and submitted to the Department of Planning, Building and Code Enforcement for clearance and approval before the tract map is recorded.
- B. Must meet with the approval of the County Communications Department and the U.S. Post Office.
- C. Continuing for some length in one general alignment shall have only one name.
- D. Will usually be called "court" when they are cul-de-sacs; however, "place" is acceptable. A cul-de-sac may carry the same name as the street at its open-end.
- E. That are loop streets will usually be called "circle".

It is the policy of the City of San Jose that the renaming of public and private streets and other named rights of way shall follow the criteria and process set forth below:

1. Renaming of public or private streets or other named rights of way shall fully implement the Council Policy on Public Outreach, specifically including early consultation with the affected community, multi-lingual notices in English, Spanish, and Vietnamese (and including any other language that is reasonably known to be prominent in the area) and translation,
2. Prior to submitting an application to the Plan Implementation Division, the applicant is responsible for holding at least one public meeting noticed in English, Spanish, and Vietnamese (and including any other language that is reasonably known to be prominent in the area) to all affected property owners and/or occupants and businesses.
3. "Affected property owners" means property owners and/or occupants and businesses within 500 feet of the street whose name is proposed for change.
4. Submit a completed application to the Plan Implementation Division of the Department of Planning, Building, and Code Enforcement, including:
 - The existing street name, the proposed new street name and the reasons for the requested street name decision must be submitted.
 - A location map showing the street or the portion of a street proposed for renaming
 - The required application, environmental and outreach fees
 - The applicant's proof of legal residency or business address in the City of San José. This may be in the form of a utility bill with the applicant's name and address listed.
 - A list of names and addresses of all affected property owners and occupants with their corresponding Assessor's Parcel Number
 - A petition signed and dated by a majority (over fifty percent) of the affected property owners with their printed names and addresses next to their signatures and that:
 - a. indicates their support of the proposed street renaming, and
 - b. the signatures are no more than two years old upon time of submittal to the City of San José, and
5. Each and every petitioner must be a resident of real property or business within 500 feet of the street whose name is proposed for change or initial naming.
6. The applicant will be responsible for providing a utility bill from each signatory as a method for verifying signatures collected.
7. Renaming of streets the contained in the City of San José's Historic Resources Inventory or that may have potential historical significance, shall be referred to the Historic Landmarks Commission for review and recommendation.
8. The Planning staff shall hold at least one public meeting in accordance with the Council Policy on Public Outreach on the proposed renaming prior to the Planning Commission's public hearing.
9. Staff shall prepare a report and recommendation to the Planning Commission (and any other appropriate commission) and a subsequent memo to the City Council addressing the Commission's recommendation on a proposed street renaming application.